

## **PUBLIC SERVICE CAMPAIGN/COMMUNITY OUTREACH**

### **FIRST QUARTER 2007**

**WKBD PRODUCED AND AIRED 6 PUBLIC SERVICE ANNOUNCEMENTS.**

**WKBD PRODUCED AND AIRED A PSA FOR GAMMA PHI DELTA, HONORING THE FOUNDER OF THE SORORITY AND CELEBRATING THEIR YEARS OF SERVICE TO THE COMMUNITY.**

**WKBD PRODUCED AND AIRED A PSA FOR THE 7<sup>TH</sup> ANNUAL PISTONS CAREER FAIR HELD AT THE PALACE OF AUBURN HILLS.**

**WKBD PRODUCED AND AIRED A PSA FOR THE MOCAD MUSEUM AND THEIR ARTRAGEOUS EVENT.**

**WKBD PRODUCED AND AIRED A PSA FOR THE MICHIGAN ASSOCIATION OF BROADCASTERS FOR THEIR ANNUAL CAREER FAIR HELD IN DOWNTOWN LANSING.**

**WKBD PRODUCED AND AIRED A PSA FOR OPERATION ABLE FOR THEIR ANNUAL CAREER FAIR HELD IN SOUTHFIELD.**

**WKBD PRODUCED AND AIRED A PSA FOR A BENEFIT CONCERT HELD AT KETTERING HIGH SCHOOL IN DETROIT.**

**EDWARD FOXWORTH III, COMMUNITY AFFAIRS DIRECTOR ALSO ATTENDED VARIOUS COMMUNITY OUTINGS SUCH AS THE URBAN WHEEL AWARDS; THE GAMMA PHI DELTA SORORITY 20<sup>TH</sup> ANNIVERSARY FOUNDER'S DAY CELEBRATION AT ST. JOHN'S ARMENIAN BANQUET HALL; MASTER OF CEREMONY FOR THE SWEARING IN OF NAACP PRESIDENT AND 24 OFFICERS; EMCEE FOR THE ARTRAGEOUS FUNDRAISER BENEFIT AT THE MOCAD MUSEUM; EMCEE FOR THE "MEET YOUR MATCH" SICKLE CELL EVENT AT THE CHARLES H. WRIGHT MUSEUM OF AFRICAN AMERICAN HISTORY; SPEAKER AT RENAISSANCE HIGH SCHOOL CAREER DAY EVENT.**

**PROGRAM TYPE & DESCRIPTION OF REGULARLY  
SCHEDULED WKBD LOCAL PUBLIC AFFAIRS  
PROGRAMS**

**FOR MY PEOPLE  
SATURDAY  
WKBD  
6:00 AM – 7:00 AM  
LOCALLY ORIGINATED**

**A WEEKLY, ONE HOUR LOCAL  
PUBLIC AFFAIRS  
PRESENTATION PRODUCED BY  
PROJECT BAIT (BLACK  
AWARENESS IN TELEVISION)  
AND HOSTED BY RON SCOTT.**

**MICHIGAN MATTERS  
SUNDAY 9:30 AM – 10:00AM  
WKBD  
LOCALLY ORIGINATED**

**A WEEKLY, HALF HOUR NEWS  
MAGAZINE SHOW THAT  
FOCUSES ON CONTROVERSIAL  
ISSUES CONCERNING THE  
METRO DETROIT AREA. THIS  
SHOW IS HOSTED BY DETROIT  
FREE PRESS COLUMNIST CAROL  
CAIN.**

# WKBD

Date	Duration	Issue/Topic Explanation
<b>Program:</b>	For My People	
1/13/07	00:60:00	<p><b>CRIME- PROBLEMS/SOLUTIONS</b></p> <p>This week's show involves a discussion of police chases in the metro Detroit area and a petition drive against ground chases by the family and friends of the parents of the young men who were killed in an auto crash that resulted from the chase, a discussion of Proposal 2, an anti-affirmative action proposition that was approved by the voters in November, and the reaction that 4-year universities could take, open admission, that could nullify the conflict, a discussion of African political, economic and social affairs focusing on the nation of Angola and its oil producing province, Cabinda, and a discussion of the Detroit Public Schools website and the selection of the new superintendent. The guest discussing police chases was Patricia Berry, the mother of one of the young men killed in the police chase, and Project BAIT political analysts David Rambeau and Lawrence X.</p>
1/27/07	00:60:00	<p><b>CRIME- PROBLEMS/SOLUTIONS</b></p> <p>On this week's interviews we discussed the tragedy of urban violence in Detroit that has resulted in a large number of homicides which involve young adults, handguns and familial misery that follows this epidemic, and related this to the on-going war in Iraq where urban tragedy is rampant, particularly in urban areas like Bagdad. We also integrated information regarding African issues that demonstrate the need for peace-keeping in Nigeria, the Sudan and Ethiopia. We closed with an analysis of racial progress in the U. S. with the achievement by two black NFL coaches who will run the teams which are playing in this year's Super Bowl. Our guest this week was Vanessa Byrd, the mother of a homicide victim, and our BAIT regulars, Ron Scott, Lawrence X and David Rambeau.</p>
1/6/07	00:60:00	<p><b>EDUCATION</b></p> <p>The For My People program focused this week on a review and analysis of the new girls' school opened by mega-star Oprah Winfrey in South Africa and the support that she has received from several of her friends like Sydney Poitier, Chris Rock, Mariah Carey and Tina Turner, and the commentators went on to discuss education of the Talented Tenth or African-Americans in the United States with an emphasis on education in Detroit Public Schools. Another focus in this week's program was on the program's weekly African Report with a look at the Horn of Africa which includes the nations of Eritrea, Ethiopia, Somalia, The Sudan and Kenya, reviewing the political, economic and military conflict that is occurring around the exploitation of oil found in the region and the struggle for political power. The analysts holding forth were David Rambeau and Lawrence X.</p>

# WKBD

Date	Duration	Issue/Topic Explanation
<b>Program:</b>	For My People	
2/10/07	00:60:00	EDUCATION  On this week's edition of For My People we did our regular African Report with Lawrence X, focusing on the implementation of a continental passport to facilitate economic development, peace-keeping and telecommunications across national borders. In turning to educational issues we talked with Sandra Hines, a spokesperson for Courtis School in Detroit who discussed potential school closings, the Rambeau Report with David Rambeau in which we discussed the development of a University of Michigan-Detroit branch in downtown Detroit and the implementation of tuition-free community college education for unemployed workers, as well as the release of 5,000 prisoners and the closing of a state penitentiary.
3/3/07	00:60:00	EDUCATION  On this edition of FMP David Rambeau discussed the use of Detroit Public School monies for unknown art while the district is in the process of closing schools, discussed the U. S. auto industry, its downsizing and the effect on black workers, black families and the current, undereducated generation, and also started on his State of the City recommendations beginning with the increase in elective city offices and the lobbying for a U of M. branch in downtown Detroit. Lawrence X added his weekly discussion of African political and economic affairs in his African Report.
2/3/07	00:60:00	POLITICAL ISSUES  On this week's interviews we discussed the political and military actions in the Horn of Africa, involving Somalia, Ethiopia and the U. S. We then addressed the business climate in the U. S. and its relationship to education and affirmative action using Wayne State University's Law School and the University of Michigan as examples of institutions who need to make policy changes to move forward on diversity and inclusion. We also touched on the Internet, business plans (for the Ford Motor Company, the Detroit Public Schools and the City of Detroit) as the means to improve the social and financial climate in this state and the people. Our discussions involved our program regulars Ron Scott, Lawrence X, and David Rambeau.
2/17/07	00:60:00	POLITICAL ISSUES  David Rambeau discussed the surge of U. S. troops in Iraq and the political implications of this by the Congress and the would-be presidential candidates. Lawrence X made his regular African Report in which he discussed military and social conflict between nations in the Horn of Africa. David Rambeau and Lawrence X discussed social conflicts and issues in Detroit focusing on the public schools, crime and police brutality.

# WKBD

Date	Duration	Issue/Topic Explanation
<b>Program:</b>	For My People	
3/10/07	00:30:00	<p><b>POLITICAL ISSUES</b></p> <p>This show included the weekly African Report by Lawrence X which focused on a history of the Sudan with an emphasis on British colonialism and its effect on the current political and social situation in the country, two segments of the Rambeau Report in which he reviewed the book, "Losing The Race" by John McWhorter who did a sociological analysis of black society, and an analysis of the social and financial situation in Detroit where residents laboring under a rise in the water and sewerage rates while struggling with the cost of other utilities, gas and electricity. Finally Rambeau did a brief review of the play, "Joe Turner's Come and Gone" at WSU's Bonstelle Theater which portrayed the struggle for survival of black people, while discussing the use of cultural presentations to communicate social messages.</p>
3/17/07	00:60:00	<p><b>POLITICAL ISSUES</b></p> <p>On this week's edition of For My People Lawrence X presented his weekly African Report with comments about the political and social interaction of Uganda, Rwanda and Somalia in Eastern Africa regarding African Union peacekeepers and political estrangement among the three neighbors, while Judge Donald Coleman discussed the New Breakthrough Church's Men of Strength Fellowship which works to renew men of the community, and David Rambeau presented his political analysis regarding the selection of Connie Calloway as the incoming superintendent of the Detroit Public Schools and her challenge to improve the school system, and his views on the State of the City Address by Detroit Mayor Kwame Kilpatrick who spoke on African-American History and social conditions in Detroit.</p>
3/24/07	00:60:00	<p><b>POLITICAL ISSUES</b></p> <p>On this edition of FMP Orthea Barnes, singer/community activist discussed her upcoming benefit concert to raise funds to dig wells to supply water for 30,000 people in Kenya, while Lawrence X in his weekly African Report focused on the political and social conflict occurring in Nigeria, Zimbabwe and the Sudan in the struggle of leaders to retain political power. Meanwhile, David Rambeau in his Rambeau Reports, discussed the political leadership in Detroit focusing on the Mayor's State of the City Address while questioning in role of foundations in supplying funds for the reconstruction of Detroit's neighborhoods, and the mayor's move to hire police instead of surrogate fathers, while the city council works at a disadvantage because of its lack of unity, skills, and organization in dealing with Detroit's political and social issues.</p>

# WKBD

Date	Duration	Issue/Topic Explanation
<b>Program:</b>	For My People	
2/24/07	00:60:00	<b>PUBLIC AWARENESS</b>  Lawrence X presented his regular African Report focusing on websites that concentrate on African affairs, while Paul Taylor, director of the Inner City Sub Center, discussed the need for community support during the Center's financial crisis, and Minister Rasul Muhammad of the Nation of Islam discussed his organization's on-going conference in Detroit which features the final public presentation of Minister Louis Farrakhan and interviewer, Ron Scott talked with John Moore, father of Brandon Moore, who discussed the murder of his son by an off-duty Detroit police officer.
3/31/07	00:30:00	<b>PUBLIC AWARENESS</b>  This week's FMP presented the regular African Report with Lawrence X which described the importance of Internet websites in doing research with a focus on the political and social situation in Zimbabwe, while David Rambeau provided two segments of his Rambeau Report focusing on the importance of reading using the books, "Losing The Race" by John McWhorter and "The Miseducation of the Negro" by Carter G. Woodson to provide insight on what's happening with the Detroit Public School System and the need for self-help re education. Completing the lineup were Cora Bledsoe of Donni's Door, an organization that provides instruction about home ownership purchasing and maintenance and Gary Shelton, organizer of Hope Saves, a community group that provides financial literacy to young adults.

# WKBD

Date	Duration	Issue/Topic Explanation
<b>Program:</b> Michigan Matters		
1/7/07	00:30:00	<b>EMPLOYMENT/LABOR ISSUES</b>  As we kick off the 2007 season, we're joined by Dominic Pangborn, CEO of Pangborn Design Limited. Many of you may recall his name and think of him as the guy who made his mark with designer neckties. But, stick with us and you will find the entrepreneur has come a long way since those early days. From logo design, to manufacturing, to a new complex on Detroit's Riverfront known as Asian Village that will soon open, the word 'entrepreneur' has never fit anyone so well. Plus, the Roundtable of L. Brooks Patterson, Denise Ilitch and Cliff Russell join host Carol Cain on the Roundtable and Final Viewpoint segments.
2/25/07	00:30:00	<b>EMPLOYMENT/LABOR ISSUES</b>  Just when we thought we had seen it all when it comes to our domestic auto industry, another lightning bolt strikes. While to "expect the unexpected" has become the norm with the Big Three, not many could have predicted General Motors would be in serious discussions to acquire the Chrysler Division of Daimler Chrysler, or, that Ford couldn't even live up to its promise to buyout some of its employees. What's next? Who knows. But if anyone does, it would be noted auto industry analyst John McElroy who makes his quarterly visit to our set to help us make sense of an industry that is increasingly making less and less sense. Plus, Anne Mervenne, Cliff Russell and Derrick Miller join host Carol Cain on the Roundtable and Final Viewpoint segments.
3/4/07	00:30:00	<b>EMPLOYMENT/LABOR ISSUES</b>  In an effort to boost the State's entrepreneurial image, Gov. Jennifer Granholm appointed Chris Holman, an entrepreneur from Lansing, as the State's first ever Small Business Advocate last year. We'll talk with Holman about his first year on the job as well as the programs, solutions and alternatives offered by our State for small business owners. Plus, Derrick Miller, John Truscott and Warren Pierce join host Carol Cain on the Roundtable and Final Viewpoint segments.
1/21/07	00:30:00	<b>POLITICAL ISSUES</b>  If someone were to list our State's top ten issues or challenges, taxes and education would be hard pressed not to be on everyone's list. A new think tank known as The Center For Michigan has taken a look at those and other issues that face our great State as we embark into year 7 of the 21st Century. We'll chat with The Center's founder -- Phil Power - about its mission and, a few other topics as well. Plus, Wayne County Executive Bob Ficano joins Derrick Miller, Denise Ilitch and host Carol Cain to debate the news of the week, before offering their Final Viewpoints.

# WKBD

Date	Duration	Issue/Topic Explanation
<b>Program:</b> Michigan Matters		
1/28/07	00:30:00	<p>POLITICAL ISSUES</p> <p>Got notorious Geoffrey Feiger as our guest...NEVER at a loss for words -- the mouth that roars as he's called -- recall he ran for Governor, was gonna run for Mayor-- he represented Nathaniel Abraham who just got out of prison and Dr. Jack Kervorkian and hit by Attorney General Mike Cox for supposedly coercing his law firm employees to give money to DEMs.</p>
2/4/07	00:30:00	<p>POLITICAL ISSUES</p> <p>It's Super Bowl Sunday and, one year later, our region has returned its focus to the mundane-- less glitzy issues that face it. Over in Macomb County, our region enjoys new leadership in that community as its Board of Commissioners recently elected William Crouchman to replace the outgoing Nancy White. We'll talk with Chairman Crouchman about his goals and objectives for the County he now leads. Plus, the Roundtable of Derrick Miller, Denise Ilitch and Paul Welday join host Carol Cain to dissect the news of the week and offer their Final Viewpoints.</p>
2/11/07	00:30:00	<p>POLITICAL ISSUES</p> <p>Governor Granholm's first State of the State Address of her final term painted a very stark picture for our State and already, less than a week from her remarks, the politics and positioning have begun. When coupled with a race for the White House that is almost in full swing over a year away and, well...politics is back. We'll hat with Democratic and Republican State Party Chairs, Mark Brewer and Saul Anuzis respectively about where their Parties stand on helping the Governor through her term and, get an early assessment of the 2008 Presidential field. Plus, after a brief hiatus, Brooks Patterson returns to join Denise Ilitch, Cliff Russell and host Carol Cain on the Roundtable and Final Viewpoint segments. But first this morning, the Democrats and Republicans are in full "spin mode", today, on Michigan Matters.</p>
2/18/07	00:30:00	<p>POLITICAL ISSUES</p> <p>With her first State of the State address of her final term behind her, Michigan Governor Jennifer Granholm has hit the road, barnstorming the State and showing up on shows like these across Michigan to promote her plan for Michigan's recovery. We'll chat with Michigan's newly re-elected leader about the tough road ahead and, why she thinks we can rebound. Plus, Derrick Miller, Denise Ilitch are joined by John Truscott on the Roundtable and Final Viewpoint segments.</p>



# WKBD

Date	Duration	Issue/Topic Explanation
<b>Program:</b>	Michigan Matters	
3/11/07	00:30:00	<p><b>POLITICAL ISSUES</b></p> <p>The 2008 Presidential Race has captured the attention of more people earlier than ever before. Perhaps because of the intriguing, contrasting, personas of people like Hillary Clinton, Mitt Romney and Barack Obama, the race for the White House is officially on in the minds of many. On this special edition of Michigan Matters, we'll take our first real dive into the '08 Race as we are joined by national political commentators Paul Begala and JC Watts from the Democratic and Republican Parties respectively. Plus, Denise Ilitch, Derrick Miller and attorney, Geoffrey Fieger -- in this week for Brooks Patterson.</p>
3/25/07	00:30:00	<p><b>POLITICAL ISSUES</b></p> <p>What makes a good leader? That's a topic that's debated often in these challenged times. Is it intelligence? Courage? Empathy? Motivational or analytical skills? Or, all or none of the above? This week on Michigan Matters, we'll chat with the First Gentlemen of Michigan, Dan Mulhern, on a book he has written on the topic and, maybe even a few other things on the role he plays as the Governor's first line of support. Plus, Derrick Miller, Denise Ilitch and I are joined by John Truscott, in for Brooks Patterson this week on the Roundtable and Final Viewpoint segments.</p>
1/14/07	00:30:00	<p><b>PUBLIC AWARENESS</b></p> <p>If it's January and there's snow in the air- it can only mean one thing -- the start of the 2007 North American International Auto Show. Now in its 100th year, the two-week long event is critical not only to auto makers in Detroit but across the globe. From China, to Germany, to Korea, automakers big and small come here to showcase their newest vehicles to the 6,000 journalists who trek here for this event. We'll hear from Rick Wagoner, Alan Mullaly and Dieter Zetsche-the CEOs of GM, Ford and Chrysler respectively - to get their read on what's ahead. Plus the roundtable of Brooks Patterson, Denise Ilitch and Derrick Miller, weighs in on the news of the week before offering their final viewpoints.</p>
3/18/07	00:30:00	<p><b>PUBLIC AWARENESS</b></p> <p>The annual three week shindig known as March Madness is here again and, students, alumni and fans of college basketball are filling out brackets, as well as manning TVs in offices, bars, basements and living rooms across America. What's behind this increasingly "icon-like" event in our Country? We're joined by Eastern Michigan University Men's Head Basketball Coach, Charles Ramsey, to try to make sense of the hype, the teams and the process behind actually being a student athlete. Plus, Denise Ilitch, Derrick Miller and Anne Mervenne join Host Carol Cain on the Roundtable and Final Viewpoint segments.</p>